The Fleet & Family Support Center

Social Media

Bruce Moody
Program Communications
Navy Family Readiness

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What is Social Media?

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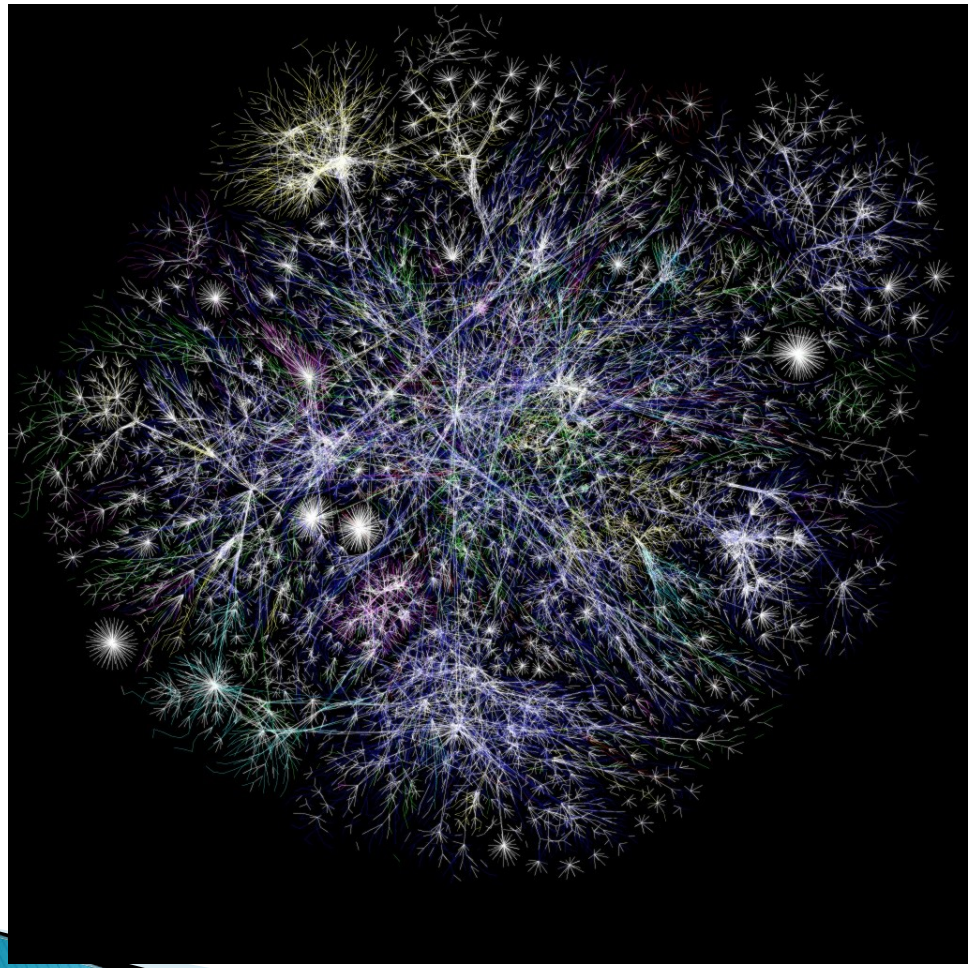

- What social media really looks like.

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Facebook: Why Bother?

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Facebook: Why Bother?

npr FIND A STATION

home | news | arts & life | music | programs

all tech CONSIDERED

This Ain't Your Mother's Farmville -- Well, Actually It Is

By Sam Sanders

The average Farmville user is a 43-year-old woman. More women than men are "avid" users of social games like Farmville.

I know. Take a second to let it sink in.

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Meet the Millennials

Meet the Millennials

73% have a Facebook profile
37% use Twitter
72% get their news online
97% own a computer
94% own a cell phone
76% use instant messaging
92% multitask while instant messaging

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Yes We Should

We need to embrace these technologies. We need to use them because that's what the young people use these days. We need to communicate with them

Price Floyd, Principal Deputy Assistant Secretary of Defense for Public Affairs

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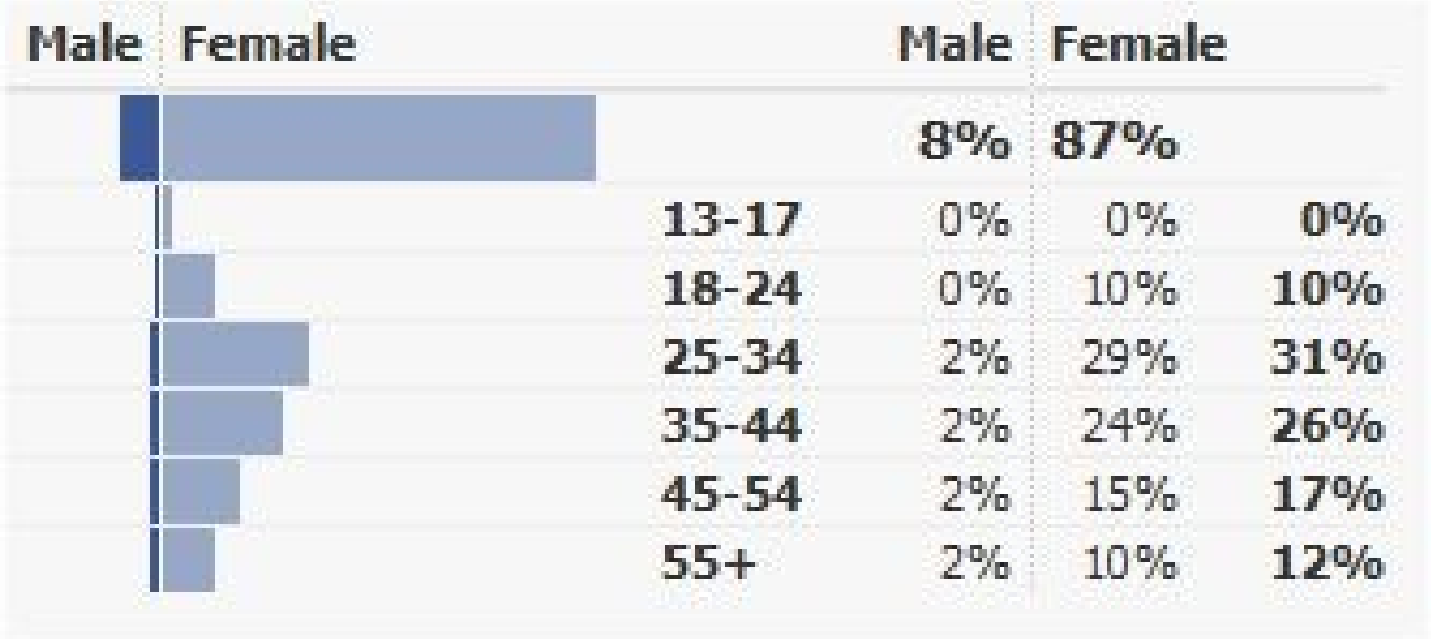
It's About Conversations

- Fans who interact post messages



Male	Female		Male	Female	
			8%	87%	
		13-17	0%	0%	0%
		18-24	0%	10%	10%
		25-34	2%	29%	31%
		35-44	2%	24%	26%
		45-54	2%	15%	17%
		55+	2%	10%	12%

Troublesome Posts

"Thank you for your interest in the Fleet and Family Support Program. We keep our site open for comments, opinions and discussions from all, though we cannot permit advertisements or solicitations. Please review our guidelines in the Info section of our Facebook page. We have deleted your beach house post but welcome you to continue to take advantage of our Facebook page as a source of information and discussion of Navy family support issues."

Topic: Beach House Rental on Oahu

Displaying the only post.

Post #1

Carmen Short Shagam wrote — 4 hours ago

Aloha!

We are a Navy family, and offer a military discount for our beach house rental on Oahu. Three bedroom home is fully furnished, and the perfect place for family and friends to stay while visiting active duty military in Hawaii.

http://www.facebook.com/pages/Ewa-Beach-HI/Hawaii-Beach-House/363053361456?ref=mf

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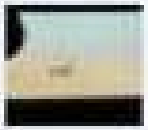
Troublesome Posts



Maggie Kipple We're out of NOSC Kitsap, when was this survey done? Hopefully it will result in actual support meetings or information, but since I am hearing from friends who have spouses that are IA in the PacNW and they have neve been contacted, nor have they ever been told WHO to contact, it shows me that there is a HUGE disconnect in what the USN SAYS is happening compared what is ACTUALLY happening.

February 17 at 2:14am · Report

Victoria Taylor Maggie have you been in contact with the NOSC Kitsap Ombudsman? Have you called FFSC Bangor 360-396-4115 and ask to speak to the IA Case Manager? Have you called the NOSC Master Chief or their CIAC (Command IA Coordinator?) Perhaps they can connect you with others that can get together during the day.

11 hours ago · Report

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Controlling the Message

- **China earthquake, 2008**
  - Announcement on Twitter seven minutes before U.S. Geological Survey website

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Controlling the Message

Military Spouse Career Advancement Accounts (MyCAA)

Announcement

Effective immediately, the MyCAA program is temporarily halting operations. We are reviewing all procedures, financial assistance documents and the overall program. This pause will not affect approved Financial Assistance documents. We apologize for any inconvenience this may cause. Please check back for updates.

Alternative Educational Funding Opportunities

O, it is my love! She says nothing. *What o*

Romeo and Juliet, Act II, Scene II

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Controlling the Message

facebook Search

We want to hear from everyone affected by this. Did you just register without being told it was shutting down and now left without funding? Have you been taking classes and are now not able to finish what you started? What are you doing about it?

Information

Category:
Common Interest - Current Events

Take Action Against MyCaa Shutdown

Join

Wall | Info | Discussions | Photos | Video | Events

Basic Info

Name: Take Action Against MyCaa Shutdown

Category: Common Interest - Current Events

Description: MyCAA was a great program and the only option for some spouses to complete education needed to make themselves more employable. This country isn't a friendly place to military spouses looking for employment. The loss of MyCAA (for however long it may last) will only be detrimental to a lot of spouses.

For the article provided by the Dept. of Defense webpage go to: http://www.defense.gov/news/newsarticle.aspx?id=58009

We need to remember to conduct ourselves in a dignified manner. People... (read more)

Privacy Type: Open: All content is public.

Recent News

News: 133,000 spouses applied for assistance since the start of MyCAA giving tuition assistance. And now suddenly the program is being shut down.

http://www.militarytimes.com/news/2010/02/military_spousetuition_halt_021710w/

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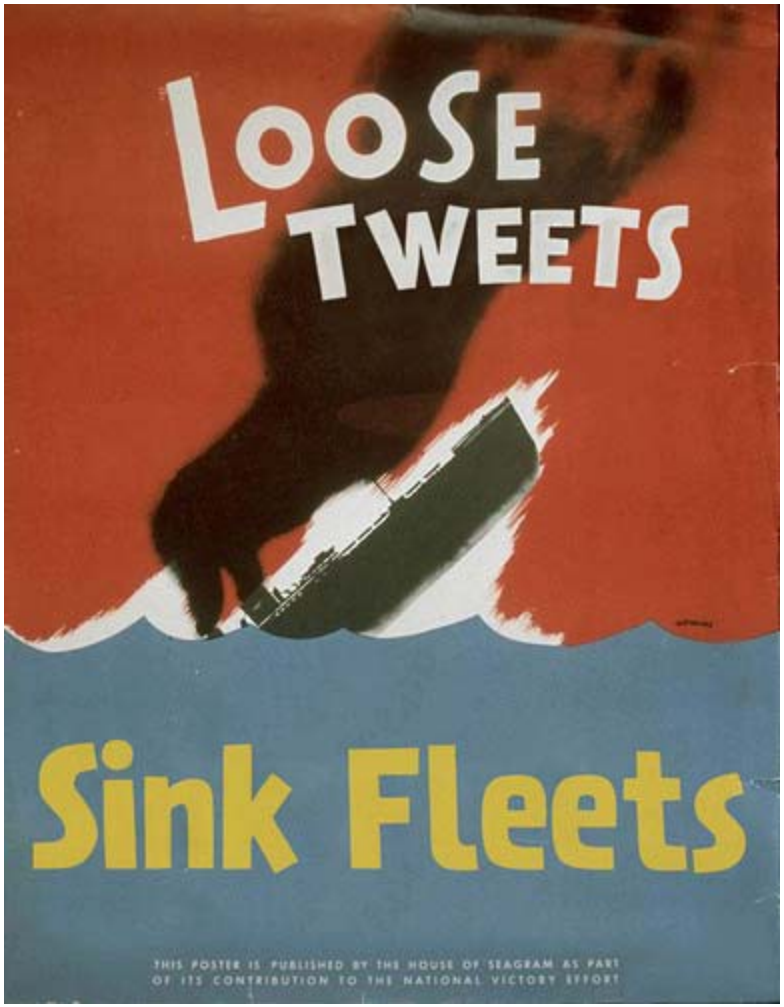
OPSEC, Operational Security


LOOSE TWEETS
Sink Fleets
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What's Next

Buzz? Wave? Something else?

- More social
- More mobile
- Crowdsourcing